Software to run new channels of news and sports

1125. SHRI DINA NATH MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Prasar Bharati have sufficient software to run new channels of news and sports; and

(b) whether any additional staff and fund for running these channels have been sanctioned towards meeting additional financial liabilities?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAJTLEY): (a) It has been intimated by Prasar Bharati that sufficient software is available to run the New Channel but is inadequate so far as Sports Channel is concerned.

(b) No additional staff and funds have been sanctioned separately but the requisite staff and funds have been redeployed from the available resources to run these channels.

Telecasting of selected Punjabi Programmes

1126. SARDAR GURCHARAN SINGH TOHRA:
SHRI SUKHDEV SINGH LIBRA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any proposal under Government's consideration to relay/telecast selected programmes in Punjabi language for the benefit of Punjabi speaking people settled in U.S., Canada and other parts of the world; and

(b) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) and (b) Prasar Bharati have intimated that programmes in Punjabi languages are already being telecast on the International Channel of Doordarshan—DD India, to cater to the needs of Punjabi speaking people settled in USA, Canada and other parts of the world. These programmes, telecast in various formats, reflect the cultural, social, artistic and literary activities of Punjab. These are very well received by the Indian settled abroad. DD-India also telecasts live the

birthday celebrations of Guru Gobind Singh Ji from Harminder Sahib Ji, Patna.

Serials telecast on prime time slots

1127. SHRI GOPALSINH G. SOLANKI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government's attention has been drawn to the newsitem captioned Boom time for Another Kind of Software which appeared in the Economic Times dated 31st January, 2000;

(b) whether the Doordarshan have allowed only a dozen big players to telecast their serials on prime time slots;

(c) if so, what are the names of the serials allotted prime time slots with number of episodes/duration given to them;

(d) whether Government would shift these serials to late night slots so as to accommodate other TV producers already in the queue; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) Yes, Sir.

(b) and (c) It has been intimated by Prasar Bharati that the proposals received for sponsored programmes are considered solely on merit taking into consideration the quality and presentation of the programmes, their content, commercial viability, social objectives and programme requirements of Doordarshan. Besides serials produced by established banners, a number of serials produced by small producers are presently on air at prime-time. A list of ongoing primetime serials on DD-1 is given in the enclosed statement *(See* below).

(d) and (e) Prasar Bharati have informed that there is no proposal to shift such serials to late night slots as these have established regular viewership and are generating good amount of revenue. The other producers in the wait-list are accommodated as and when slots are vacated by on-going serials.